

International Agribusiness Center Newsletter

January 2022



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Register Now for SIAL America

SIAL America, a new food and beverage tradeshow, taking place in Las Vegas in March 2022 is a USDA endorsed tradeshow. Food Export – Midwest is conducting a [Food and Beverage Buyers Mission](#) at the debut [SIAL America](#) show. This mission is a great low cost opportunity to meet one-on-one with pre-qualified buyers from around the globe! If you have any questions or want more information contact Ashwini Rao: email: Ashwini.rao@wisconsin.gov phone: (608) 224-5119.

Sign Up Now for the Speciality Food Buyers Mission at the 2022 Winter Fancy Food Show

Food Export – Midwest in partnership with the Specialty Food Association (SFA) will be conducting a Specialty Food Buyers Mission at the 2022 Winter Fancy Food Show. This mission is a great low cost opportunity to meet one-on-one with pre-qualified buyers from around the globe! The registration deadline is January 7, to learn more or register for this event [click here](#).

Successful Conference on Dairy Genetics in Mexico Sponsored by DATCP

DATCP in conjunction with USLGE sponsored a conference titled **“Applied Genomics in Dairy Cattle”** at FONA Holstein 2021 (National Holstein Forum) and National Holstein Show in Queretaro Mexico. Dr. Fransisco Penagaricano a professor at the University of Wisconsin presented the following three talks: **Genomic testing in dairy cattle: progress, challenges and perspectives, Breeding for more sustainable dairy cows, Deciphering the genetic basis of dairy cattle health, fertility, and efficiency.**

Dr. Luis E. Santana from DATCP gave a presentation of the Dairy Industry in Wisconsin and the importance of the Holstein Breed, and Dr. Alfredo Castro from ST Technologies, gave a presentation on the results on their program called “Beef on Dairy”. Four genetics companies from Wisconsin, participated in the event: Genex, ST Genetics, Accelerated Genetics, Cobra Select Sires.

The conference helped to provide an understanding of Bovine genomics as an important tool for increase in productivity, this will help drive more sales of Livestock and Livestock genetics from Wisconsin to Mexico. Despite the challenges presented by the COVID pandemics and safety measures, attendance at the conference was strong, there were approximately 80 participants from the different sectors of the Dairy Industry both for the overall conference and the presentations hosted by DATCP, with funding from the US Livestock and Genetics organization.

DATCP Led Virtual Trade Mission Yields Success for Wisconsin Company

An early success from the Japan Virtual Trade Mission in the fall of 2021, three shipments of Wisconsin cheese products to Japan have resulted from the relationships developed on the Japan Virtual trade mission that was funded by Small Business Administration STEP grant funds provided via the Wisconsin Economic Development Corporation.

DATCP's Organized Beef Breeding Webinar Attracts more than 2,800 Attendees

On December 24, 2021, with funding support from the US Livestock Genetic Export Inc. (USLGE), DATCP organized an online [beef cow breeding webinar](#) with Hoard's Dairyman China. The objective was to help increase Wisconsin and US beef cattle genetics exports to China, and to capture opportunities in China's rapidly growing beef cattle industry. Presentations were made by the American Angus Association, the American Seimmental Association, Genex Cooperative, ABS Global and Sexing Technologies as well as China's National Cattle Association. The [webinar](#) attracted more than 2,800 attendees across 29 provinces in China during the broadcast, and educational potential Chinese beef farm managers, importers, researchers, government officials and toehrs about the quality, value and standards of Wisconsin and US beef cattle genetics. Among all the states, Wisconsin is the top destination for Wisconsin bovine genetics export, with export increase from \$33,101,178 to \$55,694,000 year-to-date as of Oct 31, 2021 to China.

Upcoming Dairy Workshop in Indonesia

With funding support from U.S. Livestock Genetics Export, Inc., DATCP will collaborate with Indonesia's Ministry of Agriculture on a dairy workshop. While speakers from Wisconsin and the U.S. will focus on dairy genetics, animal health, nutrition and best practices in dairy farming, Indonesia's Ministry of Agriculture will present on dairy policy and regulation during the workshop. Targeted audience will be Indonesia's farm managers, importers, researchers and others in the dairy industry. The workshop is tentatively scheduled at 9:00am Febraury 17th, Thursday Jakarta local time. For more details to participated or present, please contact Jennifer Lu, email: Jennifer.lu@wi.gov phone: (608) 347-1852

Registration for the 2022 Food Export, Export Advisor Program is Now Open

The [Export Advisor Program](#) allows suppliers to work directly with our experienced Advisors to help them:

- Analyze current business strategy and assess specific needs
- Identify potential target markets and develop a custom export strategy
- Navigate market-specific regulations and follow up properly with buyers
- Find resources for growth and help with details, logistics, product specifications, packaging, etc.
- Provide pre- and post-trade event assistance and support successful participation in Food Export activites

This is an excellent resource for businesses who are interested in exporting but could use the extra support of a knowledgeable advisor. There is no cost to register for the service. Participating companies whould have upper-management commitment to exporting and ideally be in business for at least 2 years with \$1.5 million in annual sales.

Check out Food Export's Blog

Food Export launched a blog, where you'll find valuable information from In-Market Representatives as they provide monthly reports about what's going on in markets around the world and the latest industry trends.

Blogs of interest include:

- Ask Dennis - December 2021
- From the Field: In-Market Representatives Report - December 2021
- Pandemic Market Recovery Series - Mexico

View this information in the blog here, <https://foodexport.org/blog/>

Upcoming Events

Upcoming Food Export Events

Live Webinar: HS 2022 – New Changes to the Harmonized System

When: January 19, 2022 at 1:00 PM CDT

Topics for this Webinar Include:

- Background and Overview of the HS
- Importance of Knowledge for Product Lines and its Uses
- Overall Summary of Changes
- Changes Specific to Agricultural Chapters
- Changes in Seafood, Dairy, Fruits and Vegetables
- Changes in Cooking Oils, Meats, Fruits and Beverages
- The Emergence of Insects as a Protein Source
- Q&A

Can't attend the live webinar? All registrants will receive access to a recording of the event. To learn more or register for the webinar [click here](#).

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